



Weight Management and Wellbeing in Hong Kong, China

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meal replacement drives growth in weight management and wellbeing

Herbalife leads as direct sellers maintain stronghold

Direct selling leads distribution

PROSPECTS AND OPPORTUNITIES

Sharper consumer focus on diet and weight loss will support category sales

Despite strong growth, weight loss supplements faces competitive threat from probiotics

GLP-1 to disrupt development

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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